

# UX Research

## Myths vs. Facts

**Myth:**

UX research is just a "nice to have"

**Fact:**

**UX research is an integral part of product development.**

If you don't start with user research, you risk designing and developing the wrong product, which leads to rework and costs money.

**Myth:**

User research is expensive

**Fact:**

**UX research is an investment**

Investment in UX research delivers sustainable returns over the long term; not investing in user research can prove costly.

**Myth:**

Need to choose between quantitative and qualitative research

**Fact:**

**You should use both**

Combining qualitative and quantitative research enables you to build an emotional connection with your users and better address their needs.

**Myth:**

User research is a one-time thing

**Fact:**

**User research is a continuous process**

User expectations are evolving, and your product needs to evolve with it, so user research is crucial to keep the boat afloat.